Political Communications & Campaign Management

7.1   Module Overview

Module Number		Module Title	Political Communications and Campaign Management					
Stage of Principal Programme			3	Semester	1	Duration. *(Weeks F/T)*	12	ECTS	5
Mandatory / Elective (M/E)	E	Hours of Learner Effort / Week	2					

Analysis of required hours of learning effort		
Teaching and Learning Modalities	✓if relevant to this module	Approx. proportion of total (hours)
Contact Hours		
In person face-to-face	✓	24
Synchronous		
Indirect/Non-Contact Hours		
Asynchronous		
Work Based		
Other: • Independent reading, engagement with VLE, research and preparation of assessments	✓	101
Total		125

Pre-Requisite Module, if any. Module # and Title	N/A
Co-Requisite Module, if any. Module # and Title	N/A
Maximum number of learners per instance of the module	120

Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff working in this module.		
Role e.g., Tutor, Mentor, Lecturer, Research Supervisor, etc.	**Qualifications & experience required**	**Staff - Learner Ratio X:Y**
Lecturer	A minimum level 9 qualification in Politics, Sociology, Social Science or closely cognate area	1:120

Assessment Techniques – percentage contribution					
Continuous Assessment	100%	**Proctored Exam – in person**		**Practical Skills Based**	
Project		**Proctored Exam - online**		**Work Based**	
Capstone (Y/N)?	N	**If Yes, describe**			

7.2   Minimum Intended Module Learning Outcomes (MIMLOs)

MIMLO On completion of this module a learner will be able to:	Related MIPLO #
1. Critique social, political and cultural theoretical perspectives on campaign management, and the issues of representation and accessibility in campaigns.	1, 2, 8

2.	Demonstrate practical skills and competencies in political communication, resourcing campaigns, ICT-based strategies, and tools.	**3, 6**
3.	Design a campaign strategy and develop a step-by-step program for planning and executing a campaign.	**4, 5, 6, 7**
4.	Contribute to a collaborative peer learning process and demonstrate effective critical thinking and presentation skills.	**3, 5, 6, 7**

7.3   Indicative Module Content, Organisation and Structure

This module addresses the 'how' of politics. *Political Communications and Campaign Management* explores the skills needed in developing, managing and planning successful campaigns. Learners will learn skills for public speaking, networking, social media strategy, creative techniques, negotiation and diplomacy, software for campaign organising. The module addresses the issue of unequal representation in politics and the importance of diversity and representation in political campaigns, and the ways to make campaigns (and politics in general) more inclusive and accessible. This is an interdisciplinary module and is unique in its emphasis on the development and application of transferrable skills.

This module is designed to help learners start, or progress, a career in a diverse range of areas, including civil society campaigns, charity, pressure groups and public sector campaign management. The module allows for an appreciation of the relationship between civic engagement, political participation and campaign management in practice.

Module Aims & Objectives:
The module aims to provide learners with an insight into the dynamics of working with civil society interest groups. Learners should be able to critically evaluate the effectiveness of a campaign and campaign tactics. This module equips learners with a diverse range of transferrable skills in managing political campaigns and elections, including research strategy and targeting, issue identification, message development, effective resource management and strong communication skills.

This module will prepare learners with the skills needed to adapt to other positions involving a high degree of communication, coordination and organization. This will prepare learners with the skills and knowledge to execute and excel at electoral competition and campaign management, and the leadership challenges that are innately part of these endeavours.

Indicative Module Content:
The module content is structured around 4 key themes with subcategories:

- *Introduction to Political Campaign Management:*
  Identifying Target Audiences, activating a Campaign Support Base, Applied Political Communications, Campaign Strategy, State and Local Campaigns, Developing and Hosting Public Meetings (Online and Offline), Public Relations and Communications, Campaign Launches, Campaign Visibility, Campaign Materials, Recruitment Drives

- *Practical Skills in Campaign Management:*
  Innovative and Creative Techniques, Fundraising and Resourcing, Press Releases, Lobbying, Presentations, Graphic Design, Social Media Tools, Digital Content, Data Analytics, Canvassing

- *Management & Leadership:*
  Team Building, Motivation/Self Esteem, Public Speaking, Networking

- *Representation and Accessibility in Political Campaigns*

  Representation and Diversity in Politics, Gender Quotas, Minority Representation, Civic Engagement, Youth Participation, Inclusive and Accessible Campaign Design

7.4	Work-based learning and practice-placement *(if applicable)*
N/A	

7.5	Specific module resources required *(if applicable)*
Access to the IT Lab	

7.6 Application of programme teaching, learning and assessment strategies to this module

The module teaching and learning strategy is based on the core objectives of enabling learners to develop knowledge of elections and political campaigns while simultaneously fostering skills and competencies in management and communication. The module is also focused on the development of learner capacity to acquire self-awareness, to engage in critical reflection and to demonstrate a commitment to inclusion and ethical practice in a political, social and community context.

In keeping with the principles of UDL, material will be made available in a variety of modes on the VLE; text, video, podcast, with lecturer's slides posted the day before so that learners may download in advance, should they wish. Lectures, peer learning achieved through face-to-face classroom discussion and interactive online group discussion board, group exercises, case studies, video.

Participatory Group Exercises
Through in-class group exercises, learners will engage in individual or group learning opportunities through project planning (e.g. elections and campaigns) and content creation (e.g. digital content). Lectures, peer learning achieved through face-to-face classroom discussion, presentations and interactive group discussion and group exercises (meeting MIMLOs 1, 3, 4).

E-Portfolio
This assessment provides learners with a unique opportunity to build on the knowledge, skills and competencies acquired throughout the module and create a skills and resource bank that is both informed and original and can be applied to campaign management in practice. This assessment feeds into each of the modules and particularly meets MIMLOs 2 and 3 as part of a Campaign Action Plan.

Learners will demonstrate practical skills and competencies in digital media skills and ICT-based strategies, and tools through the creation of an E-Portfolio. The E-Portfolio will host a series of resources for the Campaign Action Plan. These are inclusive of the following:

- *Campaign Identification*
- *Target Audience and Message Development*
- *Resource Management*
- *Communications and Social Media Strategy*
- *Campaign Execution*

7.7 Summative Assessment Strategy for this module

MIMLOs	Technique(s)	Weighting
1, 3, 4	Group Activities	20%
2, 3	E-Portfolio and Campaign Action Plan	70%
	Attendance	10%

7.8 Sample Assessment Materials

Group Activities

Group activities around practical skills-based activities, including types of campaigns, campaign strategies, media and communications, social media and digital content creation. Learners will co-create a series of skills-based resources.

Online E-Portfolio and Campaign Action Plan
The portfolio is based on the design and operationalization of the Campaign Action Plan. This will include hosting a series of artefacts which will be held in the online portfolio, responding to the module aims and content. Learners will demonstrate their knowledge, skills and competencies through completing specific online tasks inclusive of the following:

- Building the Campaign Folder
- Political Communications Folder
- Online Presence Folder
- Practical Skills Folder
- Critical Reflection
- Hosting of relevant video and articles

Learners will be asked to merge individual artefacts with an Introduction and Conclusion to complete an individual Campaign Action Plan.

Overall Word Count: 2000

Marking of assessments will be in line with the Marking Assessment Guidelines as outlined in Section 3.3 of the College's Regulations in Relation to Assessment and Standards unless otherwise indicated.

7.9   Indicative reading lists and other information resources

Indicative Core Reading:

Farrell, D. and Hardiman, N. (2020) *The Handbook of Irish Politics*. Oxford: Oxford University Press.

Lees-Marshment, J. (2020) *Political Management. The Dance of Government and Politics*. New York: Routledge.

Maarek, P. (2011) *Campaign Communication and Political Marketing*. Chichester: Wiley and Sons.

Other Reading:

Curtice, J. and Marsh, M. (2014) Confused or Competent? How voters use the STV ballot paper, *Electoral Studies*, 34, 2014, p146-158.

Gorecki, M. and Marsh, M. (2012) Not Just 'Friends and Neighbours': Canvassing, Geographic Proximity and Voter Choice, *European Journal of Political Research*, 51, (3), 2012, p563 – 582.

Websites:

The Irish Referendum Commission: https://www.refcom.ie/the-commission/who-we-are/

Elections Ireland: https://electionsireland.org